



University of Detroit Jesuit High School and Academy  
47th Annual Auction

**CORPORATE PARTNERSHIP OPPORTUNITIES**

[Click here for Partnership & Advertising Form](#)

**TITLE PARTNER - \$25,000 (Exclusive)**

- **Media** advertising:
  - Press release
  - Social media presence
  - Logo and/or company name on external print
- **Digital** advertising:
  - Pre-auction advertising on UofDJesuit .org/auction and mobile bidding site (up to 3 months)
  - Corporate logo displayed on website
  - Corporate logo displayed on mobile bidding site w/link to partner website
  - Corporate logo on scoreboard with 5 times as many impressions (guaranteed visibility for audience of 625+ on 3 large screens during event)
  - Corporate logo on all 625+ guests' handheld device (auction night) and partner page
- **Print** advertising:
  - Corporate logo on front cover of program
  - Full page color ad prominently located in program
  - Corporate logo on invitation (*August 15<sup>th</sup> print deadline*)
  - Corporate logo on partner recognition page
  - **Signage:**
    - Corporate logo displayed:
      - At ancillary auction events
      - Swag bags given to each guest (opportunity to include promo item)
- **Event** attendance:
  - Presentation (5 minutes)
  - Acknowledgement during auction
  - 2 tables of 8; preferred seating with logo displayed on table

**PREMIER PARTNER - \$13,100 (2)**

- **Media** advertising:
  - Social media presence
  - Logo and/or company name on external print
- **Digital** advertising:
  - Corporate logo displayed on UofDJesuit.org/auction
  - Corporate logo displayed on auction site w/custom pop-up text
  - Corporate logo scoreboard with 3 times as many impressions (guaranteed visibility for audience of 625+ on 3 large screens during event)
  - Company logo on all 625+ guests' handheld device (auction night)
- **Print** advertising:
  - Full page color ad prominently located in program
  - Corporate logo on invitation (*August 15<sup>th</sup> print deadline*)
  - Corporate logo on partner recognition page
  - **Signage:**
    - Corporate logo displayed:
      - At ancillary auction events
      - Swag bags given to each guest (opportunity to include promo item)
- **Event** attendance:
  - Acknowledgement during auction
  - 1 Table of 8; preferred seating with logo displayed on table

### **PLATINUM PARTNER - \$7,500 (3)**

- **Media** advertising:
  - Social media presence
- **Digital** advertising:
  - Corporate logo displayed on UofDJesuit.org/auction
  - Corporate logo displayed on auction site w/custom pop-up text
  - Corporate logo on scoreboard with 2 times as many impressions (guaranteed visibility for audience of 625+ on 3 large screens during event)
  - Company logo on all 625+ guests' handheld device (auction night)
- **Print** advertising:
  - Half page color ad prominently located in program
  - Corporate logo on invitation
  - Corporate logo on partner recognition page
  - **Signage:**
    - Corporate logo displayed:
      - At ancillary auction events
      - Swag bags given to each guest (opportunity to include promo item)
- **Event** attendance:
  - Acknowledgement during auction
  - 4 Tickets with preferred seating

### **GOLD PARTNER - \$5,000 (4)**

- **Media** advertising:
  - Social media presence
- **Digital** advertising:
  - Corporate logo displayed on auction site w/custom pop-up text
  - Corporate logo on scoreboard for 2 times as many impressions (guaranteed visibility for audience of 625+ on 3 large screens throughout event)
  - Corporate logo on all 625+ guests' handheld device (auction night)
- **Print** advertising:
  - Full page black & white ad prominently located in program
  - Corporate logo on partner recognition page
  - **Signage:**
    - Corporate logo displayed:
      - At ancillary auction events
      - Swag bags given to each guest (opportunity to include promo item)
- **Event** attendance:
  - Acknowledgement during auction
  - 4 Tickets with preferred seating

### **SILVER PARTNER - \$3,000 (5)**

- **Media** advertising:
  - Social media presence
- **Digital** advertising:
  - Corporate logo on scoreboard for 1 times as many impressions
  - Corporate logo on all 625+ guests' handheld device (auction night)
- **Print** advertising:
  - Half-page color ad prominently located in program
  - Corporate logo on partner recognition page
  - **Signage:**
    - Corporate logo displayed:
      - At ancillary auction events
      - Swag bags given to each guest (promotional item included)
- **Event** attendance:
  - 2 Tickets with preferred seating

### **MAROON PARTNER - \$1,877 (Unlimited)**

- Half-page black and white ad in program
- Corporate/individual name on partner recognition page in program
- 2 Tickets

### **LIGHTS & SOUND PARTNER - \$5,000 (5)**

- Signage at auction
- Corporate logo on scoreboard
- Corporate/individual name on partner recognition page in program
- 2 Tickets

### **OneCause – DIGITAL PARTNER - \$5000 (1)**

- **Digital** advertising:
  - Pre-auction advertising on UofDJesuit.org/auction and mobile bidding site (up to 3 months)
  - Corporate logo displayed on mobile bidding site w/link to partner website
  - Corporate logo on scoreboard with 5 times as many impressions (guaranteed visibility for audience of 625+ on 3 large screens during event)
  - Company logo on all 625+ guests' handheld device including partner recognition page (auction night)
- Company/individual name on partner recognition page in program
- 2 Tickets

### **BAR PARTNER - \$ 5,000 (1)**

- Signage at bar
- Corporate/individual name on partner recognition page in program
- Promotional Item included in swag bag
- 2 Tickets

### **INVITATION PARTNER - \$5,000 (1)**

- Corporate/individual name or logo invitation and envelope
- Corporate/individual name on partner recognition page in program
- Promotional item included in swag bag
- 2 Tickets

### **PROGRAM PARTNER - \$5,000 (1)**

- Full Page ad in program book
- Corporate/individual name on partner recognition page in program
- Promotional item included in swag bag
- 2 Tickets

### **SWAG BAG PARTNER - \$4,000 (1)**

- Company provided swag bags
- Corporate/individual name on partner recognition page in program
- Promotional item included in swag bag
- 2 Tickets

### **AFTERGLOW PARTNER - \$3,500 (1)**

- Signage in designated afterglow area
- Corporate/individual name on partner recognition page in program
- 2 Tickets

### **VALET PARTNER - \$3,500 (1)**

- Signage on school lot
- Corporate brochure or business card left in each vehicle
- Corporate/individual name on partner recognition page in program
- 2 Tickets

### **DECORATIONS PARTNER - \$3,500 (2)**

- Signage/labels on table decorations
- Company/individual name on partner recognition page in program
- 2 Tickets

# OneCause Electronic Bidding Advertising

Our digital auction partner for this year's 47<sup>th</sup> Annual Auction is OneCause (formerly BidPal).

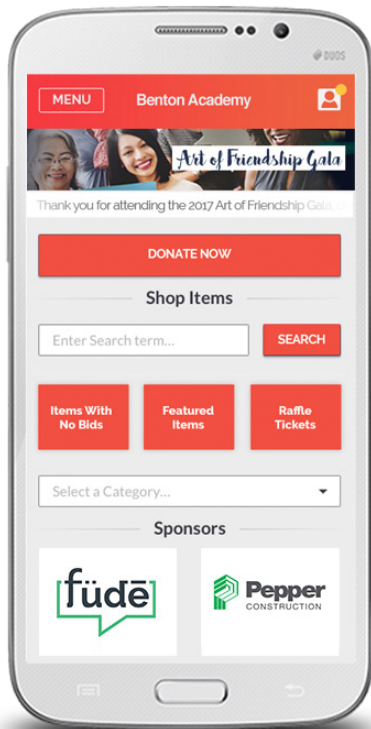
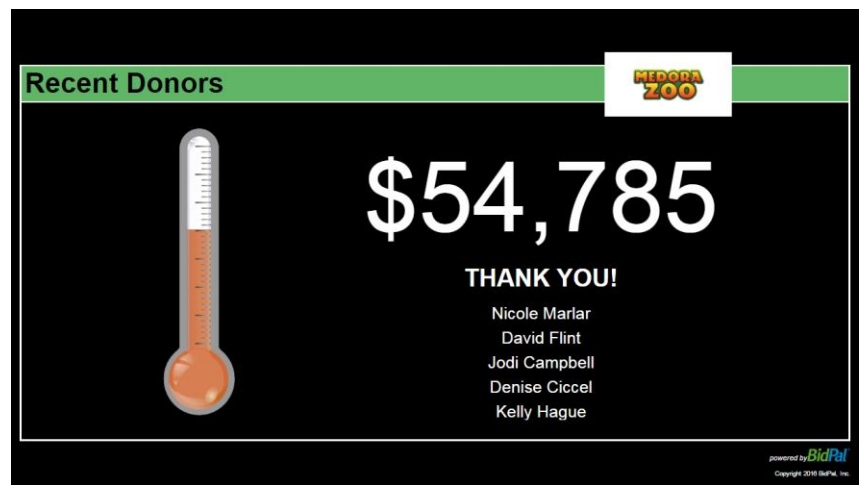
OneCause is the leading fundraising software company with over 13,000 fundraisers, helping causes raise more than \$1B and connecting with 1M donors annually. OneCause partnership presents a compelling opportunity for partners, as you are able to reach an audience of 600+ guests in a charitable state of mind.

This year's silent auction and a portion of the live auction will be all-electronic, allowing guests to bid from anywhere at any time using their personal iPhone or Android device, or from an iPad set up at a kiosk during the event.

## Logo on OneCause Scoreboard

OneCause Scoreboard provides a high visibility partnership opportunity.

- Your company logo appears on the three large screens at the event – throughout the silent auction and during the appeal portion of the live auction.
- Corporate logos on the scoreboard rotate, depending on the partnership level.



## Logo on OneCause Device

- Your logo appears on the OneCause home screen like the one shown. Logos rotate in 10-second increments throughout the silent auction. Each time your logo appears, it will capture the attention of bidders, bringing your logo front and center.
- With a **Title or Digital Partnership** guests may view a custom partner page. When a guest clicks on your logo on the home screen of the OneCause device, the guest is directed to the partner's website
- A **Premier or Platinum Partnership** offers a partner page including name, logo and more than **10,000 characters of text!** You can use this for promotional material, company background and services or for a special message regarding your involvement with the U of D Jesuit auction. The options are endless!!